

## PATENT ABSTRACTS OF JAPAN

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## (54) PLANAR ADVERTISEMENT CARRIER

(57)Abstract:

PROBLEM TO BE SOLVED: To provide an (72)Invention carrier which allows the easy exchange of advertisement contents.

SOLUTION: The planar advertisement carrier which houses advertisement media 2 displayed characters and pictures and is arranged on a floor surface, wall surface, etc., has a main body part 1, an advertisement display window 3 which comprises a transparent material, makes the characters and pictures of the advertisement media 2 visible from outside and is mounted at the body 1, a housing section 1a in which the display surfaces of the characters and pictures of the advertisement media 2 are housed toward the direction of the advertisement display window 3 and an advertisement medium rear surface protective member 4 which covers the rear surface of the advertisement media 2 housed in this housing section 1a.



## LEGAL STATUS

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[Date of final disposal for application]

[Patent number]

[Date of registration]

[Number of appeal against examiner's decision of rejection]

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**DETAILED DESCRIPTION**

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[Detailed Description of the Invention]

[0001]

[The technical field to which invention belongs] This invention relates to the flat-surface-like advertising printing implement which contains the advertising media displayed with the character or the picture, and is arranged on a floor line, a wall surface, the head lining, etc.

[0002]

[Description of the Prior Art] There is display which was indicated by JP,2-51380,U as a conventional flat-surface-like advertising printing implement. This display is used by hanging on a wall a table or if needed. Moreover, there is a matte which arranges on a floor line and is used as an advertisement. Since the conventional flat-surface-like advertising printing implement is constituted as mentioned above, even if it can use it by the ability hanging on a wall, it has the fault which cannot be arranged on a floor line with the display indicated by JP,2-51380,U.

[0003]

[Problem(s) to be Solved by the Invention] this invention improves the fault of the above-mentioned conventional technique, especially, can perform change of the advertising content easily and aims at moreover offering the new flat-surface-like advertising printing implement which can be arranged also to a floor line or a wall surface. Moreover, other purposes of this invention aim at offering the new flat-surface-like advertising printing implement which protects an advertising media from a crash and mischief of an advertising media by covering with a transparent board.

[0004] Moreover, other purposes of this invention aim at offering the flat-surface-like advertising printing implement which made advertising exchange work easy by printing an advertising media to a transparent board, and moreover made change of the advertising content easy. Furthermore, the purpose of this invention aims at offering the flat-surface-like advertising printing implement which can be advertised into a curved-surface fraction, for example, the door of a vehicle etc., by using the transparent board which has flexibility.

[0005]

[Means for Solving the Problem] In order to attain the above-mentioned purpose, fundamentally, a technical configuration which was indicated below is used for this invention. namely, as the 1st mode of the flat-surface-like advertising printing implement concerning this invention It is the flat-surface-like advertising printing implement which contains the advertising media displayed with the character or the picture, and is arranged in predetermined positions, such as a floor line and a wall surface. This soma, The advertising display window attached in this aforementioned soma which consists of the transparent quality of the material, and enables viewing of the character and picture of the aforementioned advertising media from the exterior, The stowage of an advertising media where the advertising side of the character of the aforementioned advertising media or a picture is contained towards the orientation of the aforementioned advertising display window, It has a wrap advertising-media rear-face protection member for the rear face of the aforementioned advertising media contained by the aforementioned stowage. as the 2nd mode It is the flat-surface-like advertising printing implement which contains the advertising media displayed with the character or the picture, and is arranged to a floor line, a wall surface, etc. This soma, The advertising-media protection member which consisted of the transparent quality of the material which is wearing the advertising side of the aforementioned advertising media displayed with the concavity formed in this aforementioned soma which contains the aforementioned advertising media, the character contained by this concavity, or the picture, It has a fixed means to fix the aforementioned advertising-media protection member in the aforementioned concavity where the advertising side of the aforementioned advertising media contained by the aforementioned concavity is being worn. as the 3rd mode The aforementioned fixed means is making an advertising-media protection member stick to the base of the aforementioned concavity magnetically, and it is what fixes the aforementioned advertising-media protection member on the aforementioned concavity. as the 4th mode The aforementioned fixed means is having the protection member fixed part formed in side \*\*\*\* of the aforementioned concavity, and making the aforementioned advertising-media protection member engaged to the aforementioned protection member fixed part. It is what fixes the aforementioned advertising-media protection member in the aforementioned concavity. as the 5th mode This soma which is the flat-surface-like advertising printing implement which arranges the advertising media displayed with the character or the picture in predetermined positions, such as a floor line and a wall surface, and printed the aforementioned advertising media, It constitutes from a transparent plate attached in this aforementioned soma which consists of the transparent quality of the material, and enables viewing of the character and picture of the aforementioned advertising media from the exterior. as the 6th mode It is the flat-surface-like advertising printing implement which contains the advertising media displayed with the character or the picture,

and is arranged in predetermined positions, such as a floor line and a wall surface. This soma, It constitutes from a billboard which consists of a transparent board and printed the character and picture of the aforementioned advertising media at the rear face of the aforementioned board, and a stowage which contains the aforementioned billboard. as the 7th mode It is characterized by this aforementioned soma being a matte, and is characterized by this aforementioned soma being a door matte as a mode of the octavus.

[0006] Moreover, it sets to the flat-surface-like advertising printing implement which displays the advertising media displayed with the character or the picture as 9th mode. The front face of the aforementioned advertising media is constituted from a wrap transparent plate and a fixing means to make a position fix the aforementioned transparent plate. as the 10th mode The aforementioned fixing means is constituted from a powder-like magnet made to adhere to the rear face of the aforementioned transparent member. as the 11th mode The aforementioned fixing means fixes the periphery section of the aforementioned transparent member by the band-like member which consists of rubber of a predetermined length. as the 12th mode While the advertising media displayed with a character or a picture is printed at the front face or rear face of a plate which has flexibility, the magnet of the shape of powder for making predetermined positions, such as a floor line and a wall surface, fix this advertising media is made to adhere to this advertising media, and this advertising media is constituted possible [ installation ] in a position.

[0007]

[Embodiments of the Invention] Since the above technical configurations are used for the flat-surface-like advertising printing implement concerning this invention, it can perform change of the advertising content easily, moreover, it can arrange in the DRAWINGS□ where floor lines, wall surfaces, or head lining etc. are various, and since it is a wrap configuration in a transparent about an advertising media, an advertising media can be protected from a crash or a mischief.

[0008] Moreover, advertising exchange is made easy by printing an advertising media to a transparent board. Moreover, the advertisement is made possible by using the transparent board which has flexibility at the door of a curved-surface fraction, for example, a vehicle, etc.

[0009]

[Example] Below, the example of the flat-surface-like advertising printing implement concerning this invention is explained in detail, referring to a drawing.

View 1 or the drawing 3 is drawing showing the 1st example of this invention, and it is the flat-surface-like advertising printing implement which contains the advertising media 2 displayed with the character or the picture, and is arranged in predetermined positions, such as a floor line and a wall surface. This soma 1, (The 1st example) The advertising display window 3 attached in this aforementioned soma 1 which consists of the transparent quality of the material, and enables viewing of the character and picture of the aforementioned advertising media 2 from the exterior, Stowage 1a of the advertising media 2 by which the advertising side of the character of the aforementioned advertising media 2 or a picture is contained towards the orientation of the aforementioned advertising display window, The flat-surface-like advertising printing implement equipped with the wrap advertising-media rear-face protection member 4 is shown in the rear face of the aforementioned advertising media contained by the aforementioned stowage 1a. It is the flat-surface-like advertising printing implement which contains the advertising media 2 displayed with the character or the picture, and is arranged to a floor line, a wall surface, etc. Moreover, this soma 1, The advertising-media protection member 3 which consisted of the transparent quality of the material which is wearing the advertising side of the aforementioned advertising media 2 displayed with the character contained by concavity 1a formed in this aforementioned soma 1 which contains the aforementioned advertising media 2, and this concavity 1a, or the picture, The DRAWINGS□ace-like advertising printing implement equipped with a fixed means to fix the aforementioned advertising-media protection member 3 in the aforementioned concavity 1a where the advertising side of the aforementioned advertising media 2 contained by the aforementioned concavity 1a is being worn is shown.

[0010] In this case, the aforementioned fixed means is making an advertising-media protection member stick to the base of the aforementioned concavity magnetically. May constitute so that the aforementioned advertising-media protection member may be fixed on the aforementioned concavity, and moreover, the aforementioned fixed means It has the protection member fixed part formed in side \*\*\*\* of the aforementioned concavity, and you may constitute from making the aforementioned advertising-media protection member engaged to the aforementioned protection member fixed part so that the aforementioned advertising-media DRAWINGS□n member may be fixed in the aforementioned concavity.

[0011] Furthermore, if the 1st example of this invention is explained, in drawing, 1 is a mainframe (this soma) of printing tools, and has matte structure. 2 is an advertising media and is contained by the stowage which consists of a concavity formed in the center of the mainframe 1 of printing tools. Drawing 2 is a perspective diagram of the flat-surface-like advertising printing implement shown in drawing 1, and 1a is the concavity of the shape of a rectangle formed in the center of the mainframe 1 of printing tools in drawing. The configuration of this concavity 1a can be formed in a free configuration according to the configuration of an advertising media in addition to the shape of a rectangle.

[0012] 3 is an advertising display window which is the advertising-media protection member which consists of the transparent quality of the material, and enables viewing of the character and picture of the aforementioned advertising media from the exterior, and can use the chloroethylene of the transparent quality of the material, an acrylic, and the charge of a web material of other resins. It is in the status in which the advertising-media rear-face protection member 4 covered the rear-face top of an advertising media 2 where a wrap advertising-media rear-face protection member and 4b were contained in concavity 1a in the rear face of the advertising media 2 contained in concavity 1a in which 4 has the advertising display window 3, and is the tongue-shaped piece formed in side side 4c of the advertising-media rear-face protection member 4 for fixing the concerned advertising-media rear-face protection member 4 on the aforementioned concavity 1a. 5 is a slit in which the aforementioned

tongue-shaped piece 4b is inserted, and is constituted near side side 1b of concavity 1a.

[0013] Drawing 3 is an A-A' cross section in drawing 2. And in this flat-surface-like advertising printing implement, as shown in drawing 2, the advertising-media rear-face protection member 4 is pulled up, and an advertising media 2 is contained to concavity 1a. In this case, an advertising media 2 contains the advertising side displayed with the character or the picture to concavity 1a in the status that it turned in the orientation of the advertising display window 3. And the advertising-media rear-face protection member 4 is taken down to up to the rear face of an advertising media 2, tongue-shaped piece 4b is inserted in a slit 5, and the rear face of an advertising media 2 is pressed down by the advertising-media rear-face protection member 4. Then, the mainframe 1 of printing tools is turned over, the advertising display window 3 is made into a table, and it arranges on a floor line. For this reason, even if a man walks the mainframe 1 top of printing tools, an advertising media 2 is in the status that it is stabilized and was contained in concavity 1a, and an advertising media 2 does not overflow a stowage or it does not start shifting.

[0014] It not only can use it as a matte arranged to up to a floor line, but according to this example, it can show various kinds of advertisements to those who walk a floor-line top as mentioned above. Moreover, changing freely is possible only by exchanging an advertising media 2, it is not necessary to exchange the whole matte, and the advertising content is also excellent in economical efficiency. In addition, it may form in the shape of a bag by the member transparent as a stowage, and you may constitute so that an advertising media 2 may be put in into this. Moreover, a stowage may consist of this soma free [ attachment and detachment ].

[0015] In addition, you may constitute from a magnet fixed part to which it can stick magnetically instead of the aforementioned tongue-shaped piece 4b and the slit 5 as a modification with the piece of a magnet attached in the piece of a side of the advertising-media rear-face protection member 4, and this piece of a magnet. Of course, if it is made the shape of a wall tapestry with this gestalt, it can advertise in the type which matched indoors.

[0016] Drawing 4 is a perspective diagram showing the configuration of the flat-surface-like advertising printing implement which shows other modifications of this example, and the piece of a magnet in which 4e was attached the side side of the advertising-media rear-face protection member 4, and 7 are the magnet fixed parts prepared near side \*\*\*\* 1b of concavity 1a. This magnet fixed part 7 can be constituted with the magnetic substance, such as a magnet or a piece of iron, and a ferrite, and when a magnet constitutes the magnet fixed part 7, the magnetic substance, such as a piece of iron and a ferrite, can constitute the aforementioned piece of magnet 4e.

[0017] In addition, it is desirable that a supple rubber-like magnet constitutes piece of magnet 4e and the magnet fixed part 7 ideally. Moreover, you may use other members, for example, a fixed means like a piece of Velcro (registered trademark), instead of a magnet.

(The 2nd example) It is the modification of the 1st example of this invention, and view 5 is a thing which covers an advertising media 2 with the transparent board (transparent plate) 21, and does not illustrate this board 21 and which is fixed in concavity 20a with fixed meanses, such as a letter fastener of pilorection, for example while it contains an advertising media 2 to concavity 20a prepared in the center of abbreviation of a matte 20.

[0018] In this case, compared with the 1st example, exchange of an advertising media 2 can be performed more easily and speedily. Moreover, an advertising media may be printed in direct concavity 20a in this case, and an advertisement may be printed at the rear face of the transparent board 21, and it may consider as a billboard, and you may constitute so that this advertisement may be protected.

[0019] In addition, the door matte set to the entrance of the door or a building as the above mentioned matte is good.

(The 3rd example) Next, drawing 6 and the drawing 7 are drawings showing the 3rd example of this invention. This flat-surface-like advertising printing implement is constituted by a floor line and wall surface combination.

[0020] In drawing, 11 made piece of \*\* 14a mix in the interior, for example, the mainframe (this soma) of printing tools which consists of a flexible magnet, the concavity by which 11a was formed in the mainframe (this soma) 11 of printing tools, and 12 are advertising medias contained by concavity 11a. 13 is the advertising-media protection member which consisted of the transparent quality of the material which is wearing the advertising side of the aforementioned advertising media 12 displayed on concavity 11a with the character contained by public, or the picture, and can use the chloroethylene of the transparent quality of the material, an acrylic, and the hard plate (you may have flexibility) of other resins. 14 is the magnetic adsorption section attached in the rear face of the neighborhood of an advertising-media protection member. It sticks to this magnetic adsorption section 14 magnetically with the mainframe of printing tools.

[0021] Moreover, when inclined-plane 1a to which it is small thin toward \*\*\*\* is constituted and it has arranged to the floor line or the wall surface, the circumference section of the mainframe 1 of printing tools is constituted so that thickness may not be felt, and so that there may be no connection. Drawing 7 is a perspective diagram of the flat-surface-like advertising printing implement shown in drawing 6. As mentioned above, in the flat-surface-like advertising printing implement of this example, since the fixed means for fixing the advertising-media protection member 13 on an advertising media 12 is the configuration which fixes the advertising-media protection member 13 on an advertising media 12 magnetically, it becomes easy, and an advertising media 12 can be exchanged easily and the structure of the aforementioned fixed means can certainly fix the advertising-media protection member 13 on an advertising media 12.

[0022] moreover -- if it removes the advertising-media protection member 13 from this soma 11 in changing the advertising content, since an advertising media 12 is easily exchangeable -- a flat-surface-like advertising printing implement -- it is not necessary to exchange all and is economical Drawing 8 is drawing of an important section showing other modifications of this invention. In drawing, 15 is the salient projected and formed in the orientation of the concavity 11a inside on the side face of concavity 11a. And engagement section 13a which engages with the aforementioned salient is formed in the part which contacts the aforementioned salient 15 of the advertising-media protection member 13.

[0023] In addition, it may be the configuration which does not form the aforementioned engagement section 13a in the advertising-media protection member 13, and in this case, it is thin by the thickness of the aforementioned salient 15, and thickness of the advertising-media protection member 13 is carried out. In addition, it is desirable to fix this soma 11 on a floor line by the double faced adhesive tape in this case.

(The 4th example) View 9 is drawing showing the 4th example of this invention, and it is the magnet 33 of the shape of powder which made the advertising-media 31 top adhere to the periphery of the rear face of the transparent plate 32 with a wrap with the transparent plate 32, for example, is made to attach an advertising media on a griddle.

[0024] Thus, with constituting, an advertising media can be attached in the wall surface of an elevator etc. with sufficient appearance. Moreover, when the location to attach is not a griddle, the band-like member 34 which consists of rubber material as shown in drawing 10 is fixed to a wall surface etc. using fixed meanses, such as a double-sided tape.

[0025] Of course, an advertisement may be printed at the rear face of the transparent plate 32, and you may constitute so that an advertisement may be protected. Moreover, if the transparent plate 32 is replaced with the board which has flexibility, an advertising media is fixable to curved-surface fractions, such as a door of a vehicle, for example. In addition, the above-mentioned flat-surface-like advertising printing implement can be attached in all the locations, such as a floor line, a wall surface, and head lining.

[0026]

[Effect of the Invention] as mentioned above, the case where the advertising content is changed since an advertising media is easily exchangeable according to this invention -- a flat-surface-like advertising printing implement -- it is not necessary to exchange all, it is economical, and moreover, since it is the configuration which can be arranged to a floor line or a wall surface, it has the effect which was [ evoke / new advertising need ] excellent

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[Translation done.]

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**CLAIMS**

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**[Claim(s)]**

[Claim 1] It is the flat-surface-like advertising printing implement which contains the advertising media displayed with the character or the picture, and is arranged in predetermined positions, such as a floor line and a wall surface. This soma, The advertising display window attached in this aforementioned soma which consists of the transparent quality of the material, and enables viewing of the character and picture of the aforementioned advertising media from the exterior, The flat-surface-like advertising printing implement characterized by having a wrap advertising-media rear-face protection member for the stowage of an advertising media where the advertising side of the character of the aforementioned advertising media or a picture is contained towards the orientation of the aforementioned advertising display window, and the rear face of the aforementioned advertising media contained by the aforementioned stowage.

[Claim 2] It is the flat-surface-like advertising printing implement which contains the advertising media displayed with the character or the picture, and is arranged to a floor line, a wall surface, etc. This soma, The advertising-media protection member which consisted of the transparent quality of the material which is wearing the advertising side of the aforementioned advertising media displayed with the concavity formed in this aforementioned soma which contains the aforementioned advertising media, the character contained by this concavity, or the picture, The flat-surface-like advertising printing implement equipped with a fixed means to fix the aforementioned advertising-media protection member in the aforementioned concavity where the advertising side of the aforementioned advertising media contained by the aforementioned concavity is being worn.

[Claim 3] The aforementioned fixed means is a flat-surface-like advertising printing implement according to claim 2 which is making an advertising-media protection member stick to the base of the aforementioned concavity magnetically, and is characterized by fixing the aforementioned advertising-media protection member on the aforementioned concavity.

[Claim 4] The aforementioned fixed means is a flat-surface-like advertising printing implement according to claim 2 which is having the protection member fixed part formed in side \*\*\*\* of the aforementioned concavity, and making the aforementioned advertising-media protection member engaged to the aforementioned protection member fixed part, and is characterized by fixing the aforementioned advertising-media protection member in the aforementioned concavity.

[Claim 5] The flat-surface-like advertising printing implement characterized by constituting from a transparent plate attached in this soma which is the flat-surface-like advertising printing implement which arranges the advertising media displayed with the character or the picture in predetermined positions, such as a floor line and a wall surface, and printed the aforementioned advertising media, and this aforementioned soma which consists of the transparent quality of the material, and enables viewing of the character and picture of the aforementioned advertising media from the exterior.

[Claim 6] The flat-surface-like advertising printing implement which is a flat-surface-like advertising printing implement which contains the advertising media displayed with the character or the picture, and is arranged in predetermined positions, such as a floor line and a wall surface, and is characterized by constituting from this soma, a billboard which consists of a transparent board and printed the character and picture of the aforementioned advertising media at the rear face of the aforementioned board, and a stowage which contains the aforementioned billboard.

[Claim 7] This aforementioned soma is a flat-surface-like advertising printing implement given in whether it is the claim 1 or \*\*\*\*\* of 6 characterized by being a matte.

[Claim 8] This aforementioned soma is a flat-surface-like advertising printing implement given in whether it is the claim 1 or \*\*\*\*\* of 6 characterized by being a door matte.

[Claim 9] The flat-surface-like advertising printing implement characterized by constituting the front face of the aforementioned advertising media from a wrap transparent plate and a fixing means to make a position fix the aforementioned transparent plate, in the flat-surface-like advertising printing implement which displays the advertising media displayed with the character or the picture.

[Claim 10] The aforementioned fixing means is a flat-surface-like advertising printing implement according to claim 9 characterized by constituting from a powder-like magnet made to adhere to the rear face of the aforementioned transparent member.

[Claim 11] The aforementioned fixing means is a flat-surface-like advertising printing implement according to claim 9 characterized by fixing the periphery section of the aforementioned transparent member by the band-like member which consists of rubber of a predetermined length.

[Claim 12] The flat-surface-like advertising printing implement characterized by having made the magnet of the shape of powder for making predetermined positions, such as a floor line and a wall surface, fix this advertising media adhere to this advertising

media, and constituting this advertising media possible [ installation ] in a position while the advertising media displayed with a character or a picture was printed at the front face or rear face of a plate which has flexibility.

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[Translation done.]

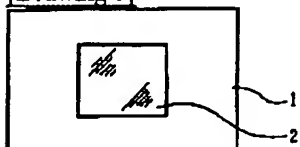
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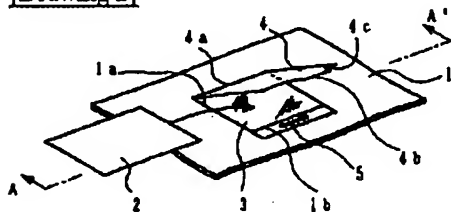
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**DRAWINGS**

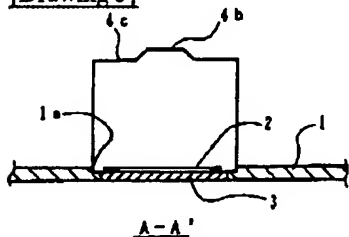
[Drawing 1]



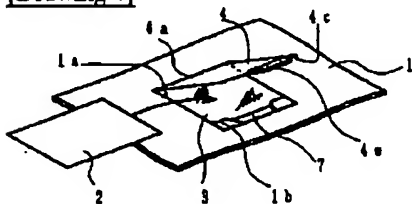
[Drawing 2]



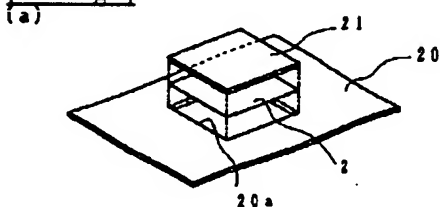
[Drawing 3]



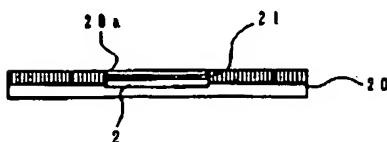
[Drawing 4]



[Drawing 5]

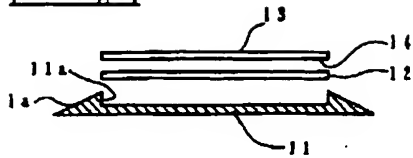


(b)

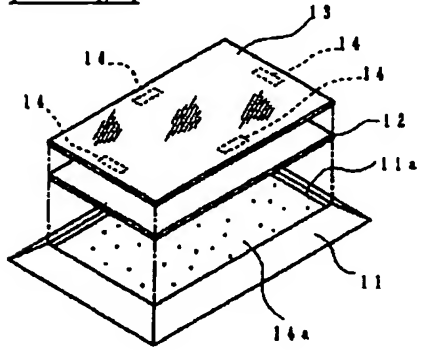




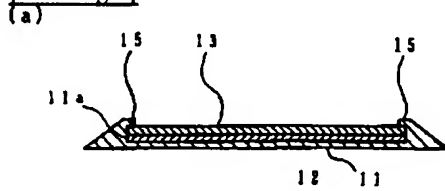
[Drawing 6]



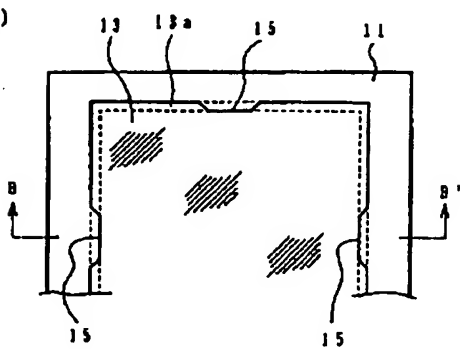
[Drawing 7]



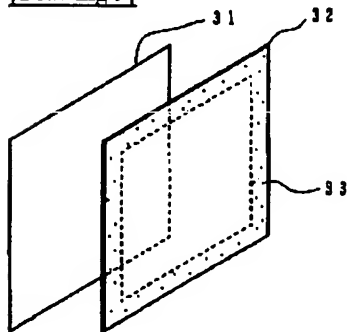
[Drawing 8]



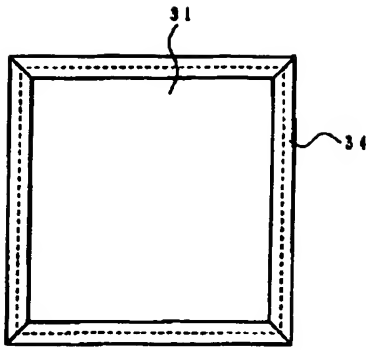
(b)



[Drawing 9]



[Drawing 10]



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